GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:213
ANSWERED ON:25.02.2000
DECLINE IN CONSUMPTION OF TEA
TUFANI SAROJ

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether there has been a decline of 6 percent in the consumption of tea in the country;

(b) if so, the reasons therefor;

(c) whether there has been decline in export of tea also;

(d) if so, the reasons therefor; and

(e) the steps being taken by the Government to increase its exports?

Answer

MINISTER OF COMMERCE AND INDUSTRY(SHRI MURASOLI MARAN)
(a) : No, Sir.
(b) : Does not arise.
(c) to (d) : Yes Sir, export of tea during the year 1999 registered a decline of 20.16 m.kgs as compared to the exports during the previous year. Reasons for decline in exports are lower production during 1999, increased domestic demand, competition from other producing countries and decline in exports to Kazakhisthan, Ireland, U.A.E, Iraq, ARE, Turkey etc. due to factors which are country specific.
(e) : Government and the Tea Board have been analysing country-wise exports of tea giving special attention to areas offering potential. Tea Board also acts to remove bottlenecks in exports to individual markets whenever these are noticed. Certain other steps taken to increase exports of tea include :-

i) participation in major trade fairs/exhibitions abroad ; ii) field sampling at speciality stores and in principal markets.
iii) media campaign to increase consumer awareness of the speciality of Indian teas and to popularise the Tea Board marketing symbol which stands for pure Indian tea.
iv) exchange of tea delegations between India and tea importing countries.